

## Chapter 3 “Marketplace Direction” Homework

### 1. Describe the 4 unstoppable drivers.

- Continuous change: the change in customer demands, technological innovations, and government regulations is increasingly sudden and dramatic
- Rigorous competition: due to increasingly transparent markets, competitive intensity is growing in severity as existing players and new entrants scramble to provide value to customers
- Unrelenting financial pressures: the growth and predictability of revenues and margins becomes even more challenging due to economic uncertainties and demanding investors
- Unpredictable threats: pervasive dangers become real and prevalent as global firms see increased exposure to natural disasters, unstable geopolitics, and other market shocks

### 2. What are the responses towards each unstoppable driver?

Continuous change → Responsiveness

Rigorous competition → Focused

Unrelenting financial pressures → Variable

Unpredictable threats → Resilient

### 3. Name and describe an industry where On Demand Business has already taken place.

Industries found on pages 35-37.

### 4. Give a few examples of unpredictable threats.

- Terrorism
- Military actions
- Legal decisions
- Political actions
- Regulatory mandates in every country in which they operate
- Computer viruses
- Network hacking
- Natural disasters